

Recontact 2012 Post-Election Questionnaire

- Study Details -

Note: This page may be removed when the questionnaire is sent to the client. However, it must exist in the version sent to Operations.

SNO	S16716
Survey Name	Recontact 2012
Client Name	University of Pennsylvania
Great Plains Project Number	
Project Director Name	Rodkin
Team/Area Name	Gov/Academic

Sample Criteria	
Samvar	xppethm: 1=White, Non-Hispanic; 2=Black, Non-Hispanic; 3=Other, Non-Hispanic; 4=Hispanic; 5=2+ Races, Non-Hispanic. XPETS: 1= Have answered pets question in profile 2012; 2= Have not answered pets question in profile 2012.
Specified Pre-coding Required	
Timing Template Required	
Multi-Media	
Incentive	
Disposition Information (Provide exact descriptions with reference to question numbers and answer list responses for all groups that daily counts are desired)	

Recontact 2012 Post-Election Questionnaire October 2012
- Questionnaire -

[TEXT BOX]

EXP1 As you've probably heard, Barack Obama won the recent presidential election. Why do you think more people voted for Barack Obama than Mitt Romney?

ENTER TEXT _____

[TEXT BOX, IF RE1=SKIP]

RE2 IF NO TEXT ENTERED: Before going on to the next question, please type in a few thoughts about why you think more people voted for Barack Obama than Mitt Romney.

MANDATORY PROBE FOR ALL:

[TEXT BOX]

RE3 Are there any [IF TEXT IN RE1 OR RE2: other] reasons you can think of for why more people voted for Barack Obama than Mitt Romney?

[MP]

ME1 From which of the following sources have you heard anything about the presidential campaign?

- 1 Television news programs (morning or evening)
- 2 Newspapers, either online or print versions
- 3 Television talk shows, public affairs or news analysis programs
- 4 Internet sites, chat rooms or blogs
- 5 Radio news or radio talk shows
- 6 News magazines
- 7 Have not heard anything about the presidential campaign **[SP]**

TV BRANCH PART 1:

[IF ME1 IN 1, 3, MP]

ME2A Which of the following programs do you watch regularly on television? Please check any that you watch at least once a month.

- Any local news program (Fox, Eyewitness, Action news, etc.)
- ABC World News with Diane Sawyer
- Today Show
- NBC Nightly News with Brian Williams
- Huckabee
- Good Morning America
- Person of Interest
- CBS This Morning
- CNN Newsroom
- Jimmy Kimmel Live
- America This Morning
- The Daily Show with Jon Stewart
- America’s Newsroom
- None of the Above [SP]

DOV: RAN_NRL3

1 “SHOW OBAMA FIRST”

2 “SHOW ROMNEY FIRST”

[THERMOMETER, SP, PROMPT]RANDOMIZE ORDER IN WHICH THESE TWO THERMOMETERS ARE ASKED:

NRL3A BE SURE TO INCLUDE SAME THERMOMETER VISUAL AS IN 2008

Please rate [IF RAN_NRL3=1, SHOW “Barack Obama”, IF RAN_NRL3=2, SHOW “Mitt Romney”] on a thermometer that runs from 0 to 100 degrees. Rating above 50 means that you feel favorable and warm toward him, and rating below 50 means that you feel unfavorable and cool.

- Don’t know who person is
- Don’t know enough about him

[THERMOMETER, SP, PROMPT]

NRL3B BE SURE TO INCLUDE SAME THERMOMETER VISUAL AS IN 2008

The next person is: [IF RAN_NRL3=1, SHOW “Mitt Romney”, IF RAN_NRL3=2, SHOW “Barack Obama”]

Where on that thermometer would you rate [IF RAN_NRL3=1, SHOW “Mitt Romney”, IF RAN_NRL3=2, SHOW “Barack Obama”]?

- Don’t know who person is
- Don’t know enough about him

[ASK Q7 – Q11FOR ALL]

Q7. Generally speaking, do you think of yourself as a...

Republican 1

- Democrat 2
- Independent 3
- Another party, please specify: _____ 4
- No preference 5

PROMPT ONCE.

[SP, IF Q7= 1]

Q8. Would you call yourself a...

- Strong Republican 1
- Not very strong Republican 2

[SP, IF Q7 = 2]

Q9. Would you call yourself a...

- Strong Democrat 1
- Not very strong Democrat 2

[SP, IF Q7= 3, 4, 5, OR REFUSED]

Q10. Do you think of yourself as closer to the...

- Republican Party 1
- Democratic Party 2

[SP]

Q11. In general, do you think of yourself as...

- Extremely liberal 1
- Liberal 2
- Slightly liberal 3
- Moderate, middle of the road 4
- Slightly conservative 5
- Conservative 6
- Extremely conservative 7

[GRID, SP]

PCK2 Using this scale that ranges from extremely liberal to extremely conservative, where would you place each of these candidates on this scale? Just click the box at the far right if you don't know enough about the person to rate him.

Extremely liberal
Liberal

Slightly liberal
 Moderate, middle of the road
 Slightly conservative
 Conservative
 Extremely conservative
 Don't Know

Barack Obama
 Mitt Romney

[IF ME1 IN 1, 3, MP]

ME2B Below are some additional television programs. Which of these do you watch regularly?
 Please check any that you watch at least once a month.

Dancing with the Stars
 60 Minutes
 The Late Show with David Letterman
 The O'Reilly Factor
 ABC News: Nightline
 The Talk
 The Ellen DeGeneres Show
 Face The Nation
 Frontline
 Hannity
 Chris Matthews Show
 American Idol
 The Rachel Maddow Show

None of the Above **[SP]**

VP: CANDIDATE VOTE PREFERENCES

[SP]

VP8.

This question is about the 2012 November election. In talking to people about elections, we often find that a lot of people were not able to vote because they weren't registered, they were sick, or they just didn't have time. Which of the following statements best describes you?

- 1 I did not vote in the November election.
- 2 I thought about voting in that election but didn't.
- 3 I usually vote but didn't in that election.
- 4 I am sure I voted in the November election

[IF VP8 = 4,SP]

[IF VP8 = 4,SP, ROTATE OPTION 1 AND 2]

VP9 In the 2012 presidential election who did you vote for:

- 1 Mitt Romney and Paul Ryan, the Republicans
- 2 Barack Obama and Joe Biden, the Democrats
- 3 Other, please specify

TIME08 [IF VP8 = 4,SP]

When did you finally decide for whom to vote in the presidential election?

On Election Day

In the last three days before the election

Sometime in the last week before the election

Earlier in October

Sometime in September

Before that

[SP]

EXIT POLL ITEM:

Which ONE of these four issues is the most important facing the country?

Foreign policy

Federal budget deficit

The economy

Health care

RACEISS4 [IF VP8 = 4,SP]

In deciding your vote for president, was the race of the candidate:

The single most important factor

One of several important factors

Not an important factor

Economic Perceptions

RANDOMIZE ORDER OF ECO3 AND ECO1

DOV: RAN_ECO

1 "ECO3 SHOW FIRST"

2 "ECO1 SHOW FIRST"

[SP]

ECO3 We are interested in how people are getting along financially these days. Would you say that you and your family living here are better off, worse off, or just about the same financially as you were a year ago?

- 1 A lot better off
- 2 A little better off
- 3 A little worse off
- 4 A lot worse off
- 5 Just about the same

[SP]

ECO1 Thinking about the economy in the country as a whole, would you say that over the past year the nation's economy has gotten better, stayed about the same, or gotten worse?

- 1 Gotten a lot better
- 2 Gotten a little better
- 3 Gotten a little worse
- 4 Gotten a lot worse
- 5 Stayed about the same

TV BRANCH of ME, PART 2:

[IF ME1 IN 1, 3, MP]

ME4A Below are some additional television programs. Which of these do you watch regularly? Please check any that you watch at least once a month.

NCIS
 America Live with Megyn Kelly
 Meet The Press
 MSNBC Live
 The Voice
 Special Report with Bret Baier
 Rock Center with Brian Williams
 CBS Sunday Morning
 The Ed Show
 20/20
 Tavis Smiley
 The Fox Report with Shepard Smith
 CBS Evening News with Scott Pelley
 None of the Above **[SP]**

[IF ME1 IN 1, 3, MP]

ME4b Here is the last list of television programs. Please check any that you watch at least once a month.

The Mentalist
 This Week with George Stephanopoulos
 Dateline NBC
 The Insider
 The View
 The Big Bang Theory
 On The Record with Greta Van Susteren
 The Colbert Report
 The Five
 Anderson Cooper 360
 Saturday Night Live
 The Late Late Show with Craig Ferguson
 Key and Peele
 None of the Above [SP]

[SLIDING SCALE; SP, RANGE 0-100, DO NOT SHOW RANGE][ASK ALL]

JUST MAKE SURE THEY DO IT THE SAME WAY AS THEY DID IT ON THE 2008 SURVEY, ESP IN TERMS OF WHERE THE SLIDER STARTS, ETC

DETH0. Next are some questions about various groups in our society. Below are left-right scales on which you can rate characteristics of people in different groups.

- For the first item below, the far left side of the scale means that you think most of the people in that group are “hard working.”
- Placing the slider on the far right side means that you think most of the people in that group are “lazy.”
- The middle means that you think the people in this group are not particularly towards one end or the other.

Where would you rate physicians in general on this scale?

Hard working		Lazy
--------------	--	------

CREATE DATA-ONLY RANDOM VARIABLE DET.
 [RANDOMIZE ORDER OF DETH1, DETH2.]

SAMVAR: XDETH

1. “SHOW DETH1 FIRST”
2. “SHOW DETH2 FIRST”

IF XDETH=1, SHOW DETH1 FIRST, THEN SHOW DETH2 AFTER RE13.
 IF XDETH=2, SHOW DETH2 FIRST, THEN SHOW DETH1 AFTER RE13.

ONE SET HERE, NEXT SET AFTER "PERCEIVED POLARIZATION" SECTION.

[SP]

POS7. Do you favor or oppose the federal government in Washington negotiating more free trade agreements like NAFTA?

- 1 Strongly favor
- 2 Somewhat favor
- 3 Somewhat oppose
- 4 Strongly oppose

[MP]

POS7A. Which presidential candidate’s views were most like your own when it comes to trade agreements? You can pick more than one candidate if you like, or “Don’t know enough to say” if you don’t feel you know enough about them yet.

Barack Obama
Mitt Romney

[SP] No difference among candidates on this issue
[SP] Don’t know enough to say

[MP]

POS7B. Are there any presidential candidates whose views on trade agreements were UNACCEPTABLE to you? Again, you can pick more than one candidate if you like, or “Don’t know enough to say” if you don’t feel you know enough about them yet.

Barack Obama
Mitt Romney

[SP] No difference among candidates on this issue
[SP] Don’t know enough to say

Randomize order of next two items [SOC1 AND PER1]:

TRADE SOCIOTROPIC

[SP]

SOC1. Thinking about the increasing amount of trade between the U.S. and other countries, do you think this has helped the United States economy, hurt the United States economy, or has it not affected the U.S. economy?

- Helped the economy a lot..... 1
- Helped the economy a little 2
- Hurt the economy a little..... 3
- Hurt the economy a lot 4
- Not affected the economy either way 5

TRADE PERSONAL (PROSPECTIVE/RETROSPECTIVE)

[SP]

PER1. Think about the increasing amount of trade between the United States and other countries. Do you think this has helped you and your family financially, hurt you and your family financially, or has it not affected your family's financial situation?

- Helped my family a lot financially..... 1
- Helped my family a little financially 2
- Hurt my family a lot financially 3
- Hurt my family a little financially 4
- Has not affected my family financially..... 5

PERCEIVED POLARIZATION

[SP]

RE10. How politically divided are Americans these days?

- Not at all divided
- Somewhat divided
- Very divided
- Extremely divided

[SP]

RE11. How much agreement is there between the policies that Republican and Democratic voters want these days?

- A great deal of agreement
- Some agreement
- Very little agreement
- No agreement at all

[SP]

RE12. Some people say the American public is extremely polarized politically these days, while others think this is not really true. Which statement best describes your view of the American public?

- Americans are extremely polarized
- Americans are somewhat polarized
- Americans are not very polarized
- American are not at all polarized

[SP]

RE13. More and more Americans have extreme views these days.

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

[INSERT PART 2 of ETHNOCENTRISM HERE, BASED ON RANDOMIZED ORDER]

NEWSPAPER BRANCH

[GRID, TEXT, IF ME1 = 2]

[IF RESPONDENT TYPES IN SOMETHING FOR NEWSPAPER, PLEASE PROMPT IF THEY DO NOT TYPE IN SOMETHING FOR CITY OF PUBLICATION AS WELL].

OUTSOURCING

[7-POINT SCALE, WITH DON'T KNOW, DON'T SHOW THE NUMBER]

NEWOUT2. To save money, some American companies have been outsourcing, that is, hiring workers in other countries to replace workers in the U.S. who would be paid higher wages. An example of this is people who take customer service telephone calls.

To what extent do you think the government should encourage or discourage outsourcing or should they stay out of this matter?

- 1-Strongly encourage outsourcing
- 4-Stay out of this matter [mark center point with this]
- 7-Strongly discourage outsourcing

[SP] DON'T KNOW

Where would you place yourself on this scale, or haven't you thought much about this?

Where would you place Barack Obama on this scale?

How about Mitt Romney? Where would you place him on this scale?

[SP, SHOWN ON THE NEXT SCREEN]

NEWOUT3. How important is it to you that the federal government do what you think is best on the issue of outsourcing?

- Extremely important
- Very important
- Somewhat important
- Not important at all

Randomize order of next two items (OSO1 AND OPER1):

OUTSOURCING SOCIOTROPIC (1)

[SP]

OSO1. Overall, do you think outsourcing has generally been good for the American economy, bad for the economy, or has it not affected the American economy either way?

- Very good for the economy 1
- Somewhat good for the economy 2
- Somewhat bad for the economy 3
- Very bad for the economy 4
- Hasn't affected the economy either way..... 5

OUTSOURCING PERSONAL

[SP]

OPER1. Have you or has anyone in your family been positively or negatively affected by outsourcing?

- No, not affected by outsourcing 1
- Yes, positively affected by outsourcing 2
- Yes, negatively affected by outsourcing 3

[SPATIAL VOTING MEASURES: THESE ARE DESIGNED TO PRODUCE MEASURES OF CANDIDATE-RESPONDENT ISSUE AGREEMENT, PERCEIVED POLARIZATION of candidates on issues, and SALIENCE OF ISSUES. Three domestic issues and three international; split these up so they do not occur all together in a row]

AUSTERITY

RE14. Some people think the government should provide fewer services in order to reduce government spending. Other people feel it is important for the government to provide many more services even if it means an increase in spending. Of course, some other people have opinions somewhere in between.

[7-POINT SCALE, WITH DON'T KNOW, DON'T SHOW THE NUMBER]

Where would you place yourself on this scale, or haven't you thought much about this?

[SP] DON'T KNOW

- 1- Government should provide fewer services; reduce spending a lot
- 4- Keep things as they are
- 7- Government should provide more services; increase spending a lot

Where would you place Barack Obama on this scale?

How about Mitt Romney? Where would you place him on this scale?

[SP, NEXT SCREEN]

RE15. How important is it to you that the federal government do what you think is best on the issue of spending and services?

- Extremely important
- Very important
- Somewhat important
- Not important at all

TRADE

RE16. Some people think that the United States should have more trade agreements with other countries. Others believe that the U.S. should have fewer trade agreements. Of course, some other people have opinions somewhere in between.

[7-POINT SCALE, WITH DON'T KNOW, DON'T SHOW THE NUMBER]

- 1-Government should have more free trade agreements
- 4-Keep things the same as they are now
- 7-Government should have fewer free trade agreements

[SP] DON'T KNOW

Where would you place yourself on this scale, or haven't you thought much about this?

Where would you place Barack Obama on this scale?

How about Mitt Romney? Where would you place him on this scale?

[SP, NEXT SCREEN]

RE17. How important is it to you that the federal government do what you think is best on the issue of free trade?

- Extremely important
- Very important
- Somewhat important
- Not important at all

MORE ELECTORAL PROCESS ITEMS:

[SP]

CP3. How confident are you that the votes across the country are accurately counted on Election Day?

- 1 Very confident
- 2 Somewhat confident

- 3 Not too confident
- 4 Not at all confident

[SP]

EP1. How much do you feel that having elections makes the government pay attention to what the people think: a good deal, some, or not much?

- 1 A good deal
- 2 Some
- 3 Not much

[SP]

EP3. In general, do you think the best candidates win the elections or is it just the candidates who raise the most money that get elected, or something in between?

- 1 Best candidates win
- 2 Candidates who raise the most money win
- 3 Something in between

[SP]

EP4. In some countries, people believe their elections are conducted fairly. In other countries, people believe that their elections are conducted unfairly. Do you believe presidential elections in the United States are generally ...

- 1 Very fair
- 2 Somewhat fair
- 3 Neither fair nor unfair
- 4 Somewhat unfair
- 5 Very unfair

INDEX OF TRUST IN PRESS (Lifted from Trust in Media Project in 2012)

[ASK ALL]

[SP]

3. Thinking about the news media, as far as the people running these institutions are concerned, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in them?

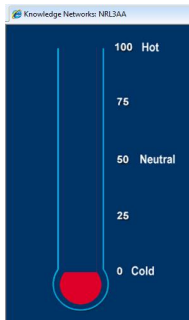
- a. A great deal
- b. Only some
- c. Hardly any

[VERTICAL THERMOMETER APPEARED IN SNO 12038, WITH LABELS AS BELOW]

[PROMPT IF SKIP WITH “Moving forward to the next question now will record you as a respondent who "refused" to answer this question. If you meant to answer "0", please enter the number in the text box.”]

4. We’d like you to rate on a scale from 0 to 100 how favorable you feel towards the news media. Zero means very unfavorable, and 100 means very favorable. Fifty means you do not feel favorable or unfavorable. How would you rate the news media on this scale? You may use any number from 0 to 100.

[Answers will allow respondents to enter any numeral from 0-100.]



[SP]

5. How much of the time do you think you can trust the news media to report the news fairly? Just about always, most of the time, only some of the time, or almost never?

- a. Just about always
- b. Most of the time
- c. Only some of the time
- d. Almost never

[SP]

6. Is your overall opinion of the news media very favorable, mostly favorable, mostly unfavorable, or very unfavorable?

- a. Very favorable
- b. Mostly favorable
- c. Mostly unfavorable
- d. Very unfavorable

[SP]

7. In general, do you think the news media get the facts straight, or do you think that their stories and reports are often inaccurate?

- a. Get the facts straight
- b. Stories and reports are often inaccurate

HEALTH CARE

[7-POINT SCALE, WITH DON'T KNOW, DON'T SHOW THE NUMBER]

RE18. Some people think the health care reform law should be kept as it is. Others want to repeal the entire health care law. Still others are somewhere in between.

1-The health care reform law should be kept as it is

4-Only parts of the health care reform law should be kept

7-The entire health care law should be repealed

[SP] DON'T KNOW

Where would you place yourself on this scale, or haven't you thought much about this?

Where would you place Barack Obama on this scale?

How about Mitt Romney? Where would you place him on this scale?

[SP, NEXT SCREEN]

RE19. How important is it to you that the federal government do what you think is best on the issue of health care?

Extremely important

Very important

Somewhat important

Not important at all

PERCEIVED POWER OF MEDIA: GRID ITEMS-

[SP, GRID]

RE20. How much influence do you think each of the following has on who gets elected president?

[ACROSS TOP]

One of the greatest influences

A great deal of influence

Some influence

Very little influence

No influence at all

The news media in general

Political advertisements

Talk shows

Newspapers

Political news on the internet

+++++

CHINA

[7-POINT SCALE, WITH DON'T KNOW, DON'T SHOW THE NUMBER]

RE21. There are different views about China. Some people see China as more of an opportunity for new markets and economic investment, while others see it as a threat to our jobs and security. Still others are somewhere in between. Which view is closer to your own?

1-China is a terrific opportunity for new markets and investment

4-[LEAVE BLANK]

7-China is strictly a threat to US jobs and security.

[SP] DON'T KNOW

Where would you place yourself on this scale, or haven't you thought much about this?

Where would you place Barack Obama on this scale?

How about Mitt Romney? Where would you place him on this scale?

[SP, NEXT SCREEN]

RE22. How important is it to you that the federal government do what you think is best on the issue of policies with China?

Extremely important

Very important

Somewhat important

Not important at all

IMMIGRATION

DOV: RAN_RE23

1 "SHOW A FIRST"

2 "SHOW B FIRST"

[7-POINT SCALE, WITH DON'T KNOW, DON'T SHOW THE NUMBER, RANDOMIZE ORDER OF OPTIONS A VERSUS B]

RE23. On immigration, some people argue that U.S. policy should focus on [A: returning illegal immigrants to their native countries/ B: creating a pathway to U.S. citizenship for illegal immigrants.] Other people argue that U.S. policy should focus on [A: creating a pathway to U.S. citizenship for illegal immigrants/B: returning illegal immigrants to their native countries]. Still others are somewhere in between.

1-Return illegal immigrants to their native countries [Create a pathway to U.S. citizenship for illegal immigrants]

4-[LEAVE BLANK]

7-Create a pathway to U.S. citizenship for illegal immigrants [Return illegal immigrants to their native countries]

[SP] DON'T KNOW

Where would you place yourself on this scale, or haven't you thought much about this?

Where would you place Barack Obama on this scale?

How about Mitt Romney? Where would you place him on this scale?

[KEEP ORDER OF OPTIONS CONSISTENT WITH ABOVE]

Left side: A: return illegal immigrants to their native countries/ B: create a pathway to U.S. citizenship

Right side: A: create a pathway to U.S. citizenship/B: return illegal immigrants to their native countries].

FF: FEAR OF FAVORITISM:

[GRID, SP]

FFB Please tell us to what extent you agree or disagree with each of the following statements.

Black elected officials are more likely to...

Strongly Agree Somewhat Agree Somewhat Disagree Strongly Disagree

Favor blacks for government jobs over white applicants.

Support government spending that favors blacks.

Support policies that could cost whites jobs.

Give special favors to the black community.

[SP]

FFBa. Thinking about the statements you just read, would it be good or bad if black elected officials favored blacks?

- 1 Very good
- 2 Somewhat good
- 3 Somewhat bad
- 4 Very bad

Perceptions of Race Relations

[ON ONE OR 2 SCREENS, SAME AS 2008; ASK ALL]

[SP]

PRR1. In general, do you think race relations in the United States are very good, fairly good, fairly bad, very bad, or neither good or bad?

- 1 Very good
- 2 Fairly good
- 3 Fairly bad
- 4 Very bad
- 5 Neither good or bad

[SP]

PRR2. Over the course of the past 10 years, do you feel that race relations have gotten better, gotten worse, or stayed about the same?

- 1 Gotten a lot better
- 2 Gotten a little better
- 3 Gotten a little worse
- 4 Gotten a lot worse
- 5 Stayed about the same

[SP]

PRR3. Looking ahead 10 years from today, do you feel that race relations will get better, get worse, or stay about the same?

- 1 Get a lot better
- 2 Get a little better
- 3 Get a little worse
- 4 Get a lot worse
- 5 Stay about the same

GOVERNMENT HELP TO BLACKS

[7 POINT SCALE]

RE23_2. Now we would like to ask about a separate topic. Some people feel that the government in Washington should make every effort to improve the social and economic position of blacks. (Suppose these people are at one end of a scale, at point 1.) Others feel that the government should not make any special effort to help blacks because they should help themselves. (Suppose these people are at the other end, at point 7.) And, of course, some other people have opinions somewhere in between, at points 2, 3, 4, 5, or 6.

Where would you place YOURSELF on this scale?

- 1 Government should help blacks
- 2
- 3
- 4
- 5
- 6
- 7 Blacks should help themselves

[Use radio buttons with ends marked as above]



[SP] DON'T KNOW

RANDOMLY ORDER PART I AND PART II, I.E., HALF GET PART 1 THEN PART 2, THE OTHER HALF PART 2 THEN PART 1.

DOV: RAN_PART

1 "SHOW PART 1 FIRST, THEN SHOW PART 2 AFTER DETH3"

2 " SHOW PART 2 FIRST, THEN SHOW PART 1 AFTER DETH3"

Reptile.....6
Horse7
Other (Please specify)8
Do not have any pets [**SINGLE SELECT**],.....9